

BRITTANY GARRETT

DESIGN COORDINATOR

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Portfolio:
www.triumphantdm.com

PROFESSIONAL SUMMARY

Organized and passionate Design Coordinator with over 4 years of experience in managing design projects from concept to completion, ensuring timely delivery and alignment with brand guidelines. Proficient in Adobe Creative Suite and Canva and experienced in streamlining workflows, collaborating across global teams, and contributing creatively to digital and print media projects. Known for exceptional attention to detail, strong communication skills, and the ability to adapt to evolving priorities while maintaining high-quality design standards.

AREAS OF EXPERTISE

Technical Skills

- **Adobe Creative Suite Proficiency** - Utilized Adobe Creative Suite tools (Photoshop and Illustrator) and Canva to design marketing materials including flyers, brochures, and digital ads, ensuring that all content was consistent with brand guidelines and easy to read.
- **Design & Production Contribution** - Contributed to the design and production of digital and print media, ensuring high standards of visual quality across all marketing collateral based on project needs.
- **Project Management & Collaboration Tools (Basecamp, Google Suite, ClickUp)** - Managed project timelines and resource allocation, ensuring accurate documentation and updates in tools like Google Suite, which mirrors the role's requirement for using Basecamp and ClickUp to manage design projects.
- **Creative Problem-Solving & Trend Adaptation** - Identified growth opportunities by analyzing trends in digital marketing, leading to successful process improvements and integration of data analytics. This aligns with staying updated on emerging trends and tools to drive creative innovation.

Soft Skills

- **Collaboration & Stakeholder Communication** - Strengthened relationships with stakeholders through effective communication and active listening, ensuring alignment on project goals and deliverables.
- **Organizational & Time Management** - Demonstrated excellent organizational skills by managing multiple design and marketing projects simultaneously, ensuring deadlines were met and resources were effectively allocated.
- **Attention to Detail & Quality Assurance** - Reviewed and provided feedback on marketing collateral, ensuring all designs met high standards of quality and adhered to brand guidelines.
- **Adaptability & Learning Mindset** - Focused on learning new skills and adapting to industry trends, leading to successful technology integration.

WORK EXPERIENCE

Decisely

Marketing Production Specialist • Jan 2024 - September 2024

- *Managed multiple design and marketing projects simultaneously, ensuring 100% of projects were delivered on time and within budget.*
- *Worked closely with sales and business development teams to ensure marketing content aligned with business objectives, enhancing overall messaging and campaign effectiveness.*
- *Developed an ample amount of marketing materials (including digital ads, brochures, and one-pagers) using Adobe Creative Suite and Canva, enhancing brand consistency and readability across print and digital platforms.*
- *Improved lead generation by 58% through targeted email marketing campaigns and integration of emerging digital trends, contributing to both marketing success and project management efficiency.*

Infobase / Valut Careers

Social Media Specialist • October 2021 - February 2023

- *Successfully collaborated with marketing, design, and content teams to streamline the creation of social media content.*
- *Produced and reviewed social media visuals and content, increasing social media engagement by 43% while ensuring all assets adhered to brand guidelines and client expectations.*
- *Implemented an automated content scheduling system, reducing content production time, leading to more efficient campaign execution and meeting tight deadlines consistently.*

Roadie

Social Media Manager • June 2020–June 2023

- *Promoted from Customer Support Specialist to the Social Media Manager within 8 months of employment due to exemplary performance and a demonstrated aptitude for strategic thinking and customer engagement, significantly surpassing departmental expectations and benchmark goals by 95%.*
- *Set regular social media benchmarks and goals using platform analytics to monitor progress of campaigns, achieving and often exceeding set goals.*
- *Maintained an active presence on various social media networks by responding to comments and messages to preserve brand loyalty and reputation.*
- *Researched social media trends and monitored competitor activity, evolving highly relevant social content that led to the brand being recognized as a top influencer in the industry.*

EDUCATION

Post Graduate Program in User Experience Design: UI/UX for Data-Driven Business Applications

University of Texas at Austin • September 2024 - Present

Bachelor of Arts in Psychology

Georgia State University

CERTIFICATIONS

Certified: How to ChatGPT: Master the Art of Prompt Engineering

Udemy Business: 2024

Certified: Sales Training - How To Close More Sales

Udemy Business: 2024

Certified: The Customer - How to Understand Their Needs

Udemy Business: 2024

Certified: Data Analytics Essentials

IBM powered by Coursea: 2023